

ABSTRACT

A system and method for providing advertising sponsorship for content providers is described. The sponsorship derives revenue
5 from a pool of revenue that is collected from participating sponsors. A functional host system containing a sponsor is served to a client for the duration of the client session. The host system tracks client impressions associated with a content provider's content during client browsing. When all of the
10 impressions are collected and attributed to the respective content providers, a compensation value is distributed to each content provider. The value is determined by dividing the revenue pool by the number of impressions attributed to the content provider. The functional host further provides a host
15 redemption system that allows clients to further utilize the hosts in trades, swaps, or barters.